

PUBLIC RELATIONS

Visit WILLIAMSBURG 2017 SUCCESSES

ADVERTISING | FUNOLOGIST CAMPAIGN

SOCIAL & CONTENT

163 NEW STORIES

Featured in 315 publications

779M
Media impressions

Hosted
40 Journalists

174K
Engagements
(Likes, comments, clicks)

12%
Social sessions

81K
Clicks to
VisitWilliamsburg.com
(social + paid syndication)

SEO

20%
Increase in organic search visits

MORE ENGAGED TRAFFIC

3.25
Minutes Avg

4.11
Pages Avg

WEB

2017 WEBSITE VISITS



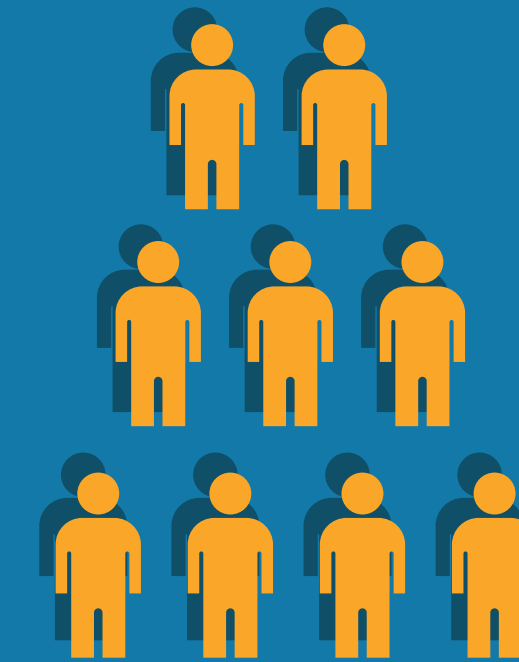
400K
referrals to partner sites



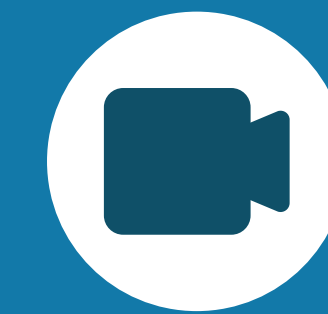
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ADRIAN
AWARD
WINNER



178.7M
Total impressions



89%↑
increase
in engagement
for digital ads

500K
Social views
for Meredith
Influencer program

